

# Paribus FOR SALESLOGIX

“Make data work across your business”

Paribus for SalesLogix intelligently identifies duplicate Accounts and Contacts in your SalesLogix database. It manages duplicate removal and dynamic reassignment of associated records including Contacts, Opportunities, History and custom data Extensions.

Duplicated information increases cost and degrades your market’s perception of your business. Your staff wastes valuable time retrieving records and systems have no effective means of exchanging key data. In addition to the hard costs associated with duplicate data, your business suffers from a degraded perception of your professionalism. Cold-calling existing clients . . . Customers receiving 2, 3 or 4 copies of the same mailing . . . Confusion when they reach your call center . . . These are just a few examples of the REAL cost of bad data.

Whether you need to de-duplicate, reassign or import data, consolidate or integrate systems; the intelligent matching of Paribus delivers. Clean data provides increased efficiency and effectiveness.

## Enhancing Business...

Paribus provides the ability to match corporate information, delivering the means to identify matching data within single systems or across multiple systems (e.g., CRM and ERP) for the purpose of de-duplication, consolidation and systems integration.

- **De-duplication:** Identify duplicate data within a single system (e.g., SalesLogix) to ensure a clean and consolidated view of information
- **Consolidation:** Use Paribus to identify existing customers/prospects in purchased lists prior to importing or combining information from multiple sources (e.g., departments, divisions) into a single system
- **Systems Integration:** Establish relationships between information from multiple systems for the purpose of systems integration.

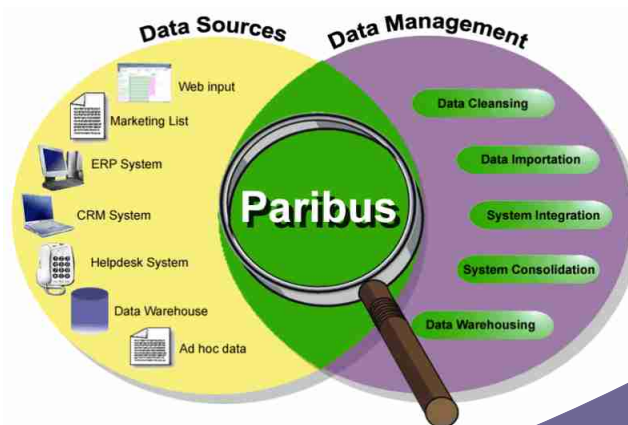
## Benefits

Paribus provides benefit to businesses irrespective of market, size or operation. Consolidation of customer information into a single, non-duplicated set of information is essential.

Paribus enables first-class data management. Increase sales and marketing effectiveness and productivity through clean, focused data; with a cohesive view of the customer.

No more multiple records for the same Account. Notes, history, attachments, emails, opportunities, products and all the other information related to an Account will be in ONE PLACE. Give your users the confidence they require to perform efficiently and effectively.

And, once duplicates have been cleansed from your SalesLogix database, prevent new duplicates from being entered through regular data maintenance with Paribus and by implementing QGate’s data entry component PowerEntry!

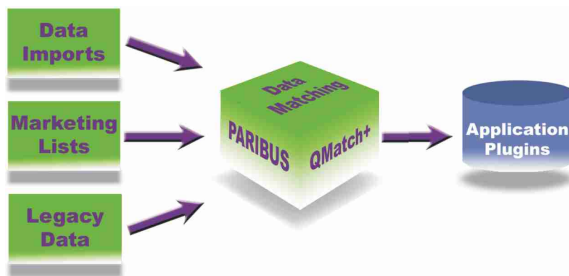


## SalesLogix Custom Plug-in

The Paribus for SalesLogix component is a custom plug-in which provides the ability to remove duplicate SalesLogix Accounts and Contacts, while automatically reassigning (consolidating) associated information - including Contacts, Opportunities, History and your Custom data extensions - into a single master Account or Contact.

Paribus for SalesLogix provides the complete review process of all matching SalesLogix Accounts and Contacts, enabling users to verify the results before the duplicate cleansing process is initiated. Information reassignment is based dynamically upon your specific SalesLogix database model so that no data will be lost, and synchronized users will be able to continue to work during the cleanup process.

This custom solution provides a complete pre-defined library of Paribus data definitions mapping to the SalesLogix data model, enabling users to quickly and easily implement Paribus without knowledge of complex SQL and database schema.



## Powered by QGate's QMatch+

QMatch+ is a collection of sophisticated algorithms which provides the ability to intelligently identify matches within data based on phonetic likenesses, synonyms and name variations; irrespective of word segmentation, noise words, spelling errors and even word sequencing.

## Phonetic Matching

QMatch+ is able to match data based upon phonetics:

- Photo Centre, Foto Center
- Robert Stephenson, Bob Stevenson, Bobbie Stevensen
- Cheryl Wiatt, Sheryl Wyatt, Sherril Wyatt

## Synonyms and Abbreviations

QMatch+ provides support for matching synonyms:

- Robert, Bob, Bobbie, Rob, Robbie, Roberto
- William, Will, Willy, Bill, Billy
- Richard, Rich, Ric, Rick, Dick
- Eugene, Eugenijus, Eugenio, Eugenius, Eugenios (international names)
- International Business Machines, IBM, I.B.M., The IBM Corporation

## Sequence Variations

QMatch+ provides a unique feature of identifying matches regardless of the sequence and extent of the words and/or names contained:

- Florida University, University of Florida
- Arizona First National Bank, 1st National Bank of Arizona

## Data Segmentation

QMatch+ provides the ability to match names regardless of their segmentation (spaced / punctuated words):

- QGate Software, Q Gate Software, Q-Gate Software
- GuideMark, Guide Mark, Guide-Mark
- 3Com, 3 Com, 3-Com

## Case and Spelling

QMatch+ is able to match data regardless of certain spelling variations and variations in case:

- University of London, Univercity of Londen
- Newmarket Partners, NuMarket Partners
- Geoff Cooper, Jeff Couper
- McManiman, MCManimann

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